

1977 Plymouth Gran Fury



Gran Fury Brougham

For many people, a full-size car is not just a luxury; it's a necessity. And for these people, there have seldom been so many fine reasons for owning a full-size car as you have with this dazzling 1977 Plymouth Gran Fury Brougham.

It has a great elegance, and six-passenger spaciousness in the 4-Door Sedan... and also in the ultra-sleek 2-Door Farnell Hardtop with optional canopy vinyl roof and opera windows. (See cover illustration.)

And yet the real beauty of this Gran Fury Brougham is its versatility and value.

Gran Fury Brougham greets you with brocade-like cloth-and-vinyl bench seating with center armrest (also in optional all-vinyl), or the luxury optional Whitter cloth-and-vinyl 50/50 bench seat with dual folding center armrests.

and passenger-side reclining feature on 4-door models. Luxurious details are abundant... handsome padded door trim with pull-handles and full-length soft armrests. Color-keyed nylon carpeting on floors and lower door panels. An extra-large 20.4 cu. ft. trunk with optional carpeted floor and spare tire cover.

Gran Fury Brougham makes handling ease a standard part of its way of going. Torqueflite automatic transmission teamed with the 360-2 V-8... power steering, power front disc brakes... suspension system, tuned to standard fiberglass-belted or optional steel-belted radial-ply tires.

For fine options, like the 400 4-bbl. V-8* with the Electronic Lean Burn System, see pages 6 and 7.

*Not available in California or at altitudes over 4000 feet.



Fully appointed modular instrument panel allows easy driver access to each control.

Optional luxury cloth-and-vinyl 50/50 bench seat and dual folding center armrests and reclining passenger-side seat on 4-door models.

Standard Princeton cloth bench seat with vinyl trim and folding center armrest.



Gran Fury Brougham 4-Door Sedan with elegant vinyl roof.

Gran Fury

When you look at the 1977 Plymouth Gran Fury—and then look at its basic price—it's going to look even more beautiful to you.

And now look at the features and finery that add up to remarkable value in this impressive, full-size 2-Door Hardtop or 4-Door Sedan.

Gran Fury interiors are as inviting as Gran Fury's exterior styling suggests.

Six passengers can be accommodated in roomy comfort. Richly-textured cloth-and-vinyl bench seating is a standard pleasure. Optional seating in 4-Door Sedans is

the sleek all-vinyl bench seat with a handsome leather-like look.

Special points of interest are the handsome and functional modular instrument panel with rich-looking simulated woodgrain accents. And a bin-type glove box, with a coin holder for even more convenience.

The finishing touch—a full rich expanse of nylon color-keyed carpeting.

You couldn't be more comfortable.

But if you want to express your taste in optional equipment and accessories, Gran Fury has all the choices in

AM/FM and stereo radio systems, with 8-track tape and dealer-installed CB radio systems. Apart from great sound, you can fill the air with cool, gentle breezes from Gran Fury's rapid-cool-down air conditioning. For the easy life, there's a Tilt & Telescope steering column, sun roof, power windows... the list is as long as your interest in options.

Now for a moving experience.

Chrysler's famous excellence in engineering puts Gran Fury out front with the 318 V-8* and Torqueflite automatic transmission, considered by many the finest on the road. Beneath you, the torsion-bar suspension is isolated from

the frame... to isolate you from noise and vibration. It's called Torsion-Quiet Ride... and it is.

Standard are fiberglass-belted radial-ply tires... power steering and power front disc brakes.

This year, your optional 400* and 440 V-8's are the engines that think! It's made possible by the new computer-controlled Electronic Lean Burn System. It adjusts engine timing instantaneously... to fire precisely, run smoothly, and accelerate responsively.

1977 Plymouth Gran Fury, in 2-Door Hardtop or 4-Door Sedan. It puts a new value on fine motoring.

*Not available in California or at altitudes over 4000 feet.

Optional sleek all-vinyl bench seat
(available in 4-Door Sedan only).



Standard richly textured cloth
bench seating with vinyl accents.



Gran Fury 2-Door Hardtop with vinyl roof.

Gran Fury 4-Door Sedan with vinyl roof.



Fine Choices In Optional Accessories



AM/FM Stereo Radio with 8-track stereo tape. One of the many fine radio choices offered by Chrysler.



Automatic Speed Control. A real convenience on the highway. Lets you select and hold a steady cruising speed.



Tilt & Telescopic Steering Column: adjusts up and down, in and out, to suit each driver's comfort when entering or exiting.



Vent windows provide indirect air flow. 4-door models only.



Electronic Digital Clock, certified by the Swiss government as a chronometer. It's accurate to within one minute a month.



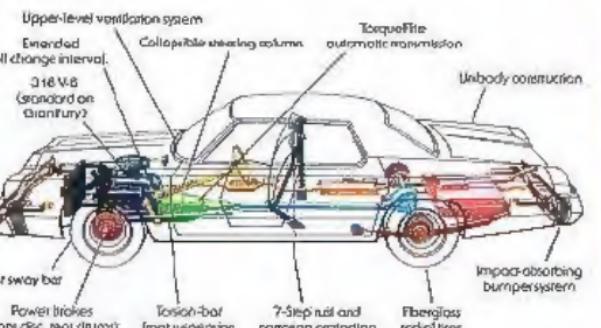
Premier full wheel covers give a look of finished style.



PowerSkin floor. Lets the sunshine and moonlight in.

Gran Fury Options	Gran Fury	Gran Fury Brougham	Check List
Air Conditioning	<input type="checkbox"/>	<input type="checkbox"/>	
AUTO-SURE-GRIP Differential	<input type="checkbox"/>	<input type="checkbox"/>	
Battery—500 amp Long-Life (Std. with 460 engine option)	<input type="checkbox"/>	<input type="checkbox"/>	
Clock—Electric	<input type="checkbox"/>	<input type="checkbox"/>	
Clock—Electronic Digital	<input type="checkbox"/>	<input type="checkbox"/>	
Defroster—Rear Window Electrically Heated	<input type="checkbox"/>	<input type="checkbox"/>	
Emission Control System and Testing N95	<input type="checkbox"/>	<input type="checkbox"/>	
Emission Control System—High Altitude N96	<input type="checkbox"/>	<input type="checkbox"/>	
Engine Block Heater	<input type="checkbox"/>	<input type="checkbox"/>	
Engine Temperature & Oil Pressure Gauges	<input type="checkbox"/>	<input type="checkbox"/>	
Fuel Pacar System (N/A with N95 or N96)	<input type="checkbox"/>	<input type="checkbox"/>	
Gas Cap—Locking	<input type="checkbox"/>	<input type="checkbox"/>	
Gloves	<input type="checkbox"/>	<input type="checkbox"/>	
Tinted—All Windows	<input type="checkbox"/>	<input type="checkbox"/>	
Vent Windows—Manual (4-dr. models only)	<input type="checkbox"/>	<input type="checkbox"/>	
Wipers—Dual	<input type="checkbox"/>	<input type="checkbox"/>	
Wiper—Accessory Flaps, Color-keyed	<input type="checkbox"/>	<input type="checkbox"/>	
Mirror, Day/Night—Inside	<input type="checkbox"/>	<input type="checkbox"/>	
Mirror, Remote-control—Left	<input type="checkbox"/>	<input type="checkbox"/>	
Mirror, Remote-control—Left & Right	<input type="checkbox"/>	<input type="checkbox"/>	
Moldings—Door Edge Protectors	<input type="checkbox"/>	<input type="checkbox"/>	
Moldings—Upper Door Frame (Sedans only)	<input type="checkbox"/>	<input type="checkbox"/>	
Power Bench Seat—5-way	<input type="checkbox"/>	<input type="checkbox"/>	
Power Seat—Left—6-way	N/A	<input type="checkbox"/>	
Power Door Windows	<input type="checkbox"/>	<input type="checkbox"/>	
Power Door Locks	<input type="checkbox"/>	<input type="checkbox"/>	
Power Deck Lid Release	<input type="checkbox"/>	<input type="checkbox"/>	
Radio—AM	<input type="checkbox"/>	<input type="checkbox"/>	
Radio—AM/FM	<input type="checkbox"/>	<input type="checkbox"/>	
Radio—AM/FM Stereo w/4 speakers	<input type="checkbox"/>	<input type="checkbox"/>	
Radio—AM/FM Stereo w/8-track Stereo Tape w/4 speakers	<input type="checkbox"/>	<input type="checkbox"/>	
Rear Speaker—Single	<input type="checkbox"/>	<input type="checkbox"/>	
Speed Control—Automatic	<input type="checkbox"/>	<input type="checkbox"/>	
Steering Wheel—Tilt & Telescopic	<input type="checkbox"/>	<input type="checkbox"/>	
Steering Wheel—Luxury	<input type="checkbox"/>	<input type="checkbox"/>	
Sun Roof w/Vinyl Panel, Power Operated	<input type="checkbox"/>	<input type="checkbox"/>	
Suspension			
Shock Absorbers—Heavy duty	<input type="checkbox"/>	<input type="checkbox"/>	
Suspension—Heavy duty	<input type="checkbox"/>	<input type="checkbox"/>	
Automatic Height Control	<input type="checkbox"/>	<input type="checkbox"/>	
Young Driver Up, includes carpooling and spare tire cover	<input type="checkbox"/>	<input type="checkbox"/>	
Undercoating, includes hood silencer pad	<input type="checkbox"/>	<input type="checkbox"/>	
Wheel Covers—Fluid Wheels	<input type="checkbox"/>	<input type="checkbox"/>	
Wheel Covers—Deluxe or Premier	<input type="checkbox"/>	<input type="checkbox"/>	
Roof Wheels—Chrome Style w/Trim Rings	<input type="checkbox"/>	<input type="checkbox"/>	
Options S—Standard N/A—Not Available	<input type="checkbox"/>	<input type="checkbox"/>	

Excellence in Engineering



Collapsible Steering Column. A system of slots in the steering column jacket for front impact protection.

Upper-level Ventilation System. Sit back and enjoy continuous front-to-back circulation for a refreshing flow of air in front and back seats.

Unbody Construction. Using more than 4000 welds, body panels and structural members are fused into one unit. It's a totally strong, solid structure.

Impact-Absorbing Bumper System. Large hydraulic cylinders help soak up the shock of minor impacts.

TorqueFlite Automatic Transmission. Completely moisture-free under normal driving conditions. No band adjustments, no fluid or filter replacement is recommended.

Torsion-Bar Front Suspension. Road shocks are absorbed by the twisting action of the torsion bar before they can be transmitted to the car body. Easily adjusted for height.

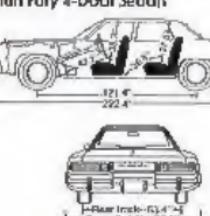
Power Brakes (front disc, rear drums). Standard disc brakes have excellent fade-resistance. Rear brake drums are self-adjusting.

7-Step Rust and Corrosion Protection. Every car body is thoroughly cleaned and coated with special chemicals in a 7-step dip-and-spray process to combat all forms of corrosion. Then two coats of tough epoxy primer are applied, baked and sanded. Finally, three coats of acrylic enamel are baked on a glass coating layer.

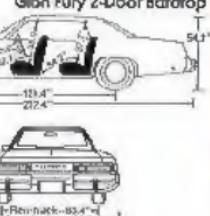
Extended Oil Change Interval. Your 1977 Gran Fury needs even less maintenance now that the oil change interval has been extended to 7500 miles, or six months of driving.

1977 Gran Fury Dimensions

Gran Fury 4-Door Sedan



Gran Fury 2-Door Hardtop



Standard Specifications

Engines	318-2 cyl. 1600 cu.in.	360-2 cyl. 1600 cu.in.
Transmission	TorqueFlite automatic	
Suspension	Front: Torsion bars and sway bar; Rear: Asymmetrical leaf springs	
Brakes	Front: Power disc; Rear: 11" x 2½" drum	
Electrical System	Battery: 325 amp (318 CID); 440 amp (360 & 400 CID); 510 amp (440 CID); Alternator: 60 amp; Electronic Ignition System; Transistorized Voltage Regulator	
Fuel Tank	26.5 gal.	(20.5 gal. on 318 V-8 Sedan)
Trunk Capacity	30.4 cu. ft.	

Engine Availability

	Gran Fury	Brougham
All States except California and high altitudes.		
318-2, B-cyl.	Std.	N/A
360-2, B-cyl.	Opt.	Std.
400-4, B-cyl. ¹	Opt.	Opt.
440-4, B-cyl. ¹	Opt.	Opt.
High Altitude—over 4000' (N96 ² required). Also available in low altitude areas.		
360-4, B-cyl.	Opt.	Opt.
440-4, B-cyl. ¹	Opt.	Opt.
California (N95 ² required). Also available in States other than California.		
360-4, B-cyl.	Opt.	Opt.
440-4, B-cyl. ¹	Opt.	Opt.
Instate Electronic Lean Burn System.		
<small>¹Includes Required Maintenance Control System and Testing.</small>		

The higher the ratio ratio, the better the performance. The lower the ratio, the better the economy. Ask your dealer for details.

	Standard	Optional
All States except California and high altitudes.		
318-2, B-cyl.	2.7	3.2 (2.7, 3.2 S.G.)
360-2, B-cyl.	2.7	2.7 (2.5 G.)
400-4, B-cyl. ¹	2.7	2.4 (2.7, 3.2 S.G.)
440-4, B-cyl. ¹	2.7	3.2 (2.7, 3.2 S.G.)
High Altitude—over 4000' (N96 ² required). Also available in low altitude areas.		
360-4, B-cyl.	3.2	(3.2 S.G.)
440-4, B-cyl. ¹	3.2	(3.2 S.G.)
California (N95 ² required). Also available in States other than California.		
360-4, B-cyl.	2.7	3.2 (2.7, 3.2 S.G.)
440-4, B-cyl. ¹	3.2	2.7 (2.7, 3.2 S.G.)
Standard Auto Ratio with Trailer-Towing Pkg. A35—\$32.		
<small>¹Requires Maintenance Control System and Testing.</small>		
<small>²Includes Electronic Lean Burn System.</small>		

The Availability

	With Air Conditioning	W/O Air Conditioning
GR78x15 glass-bolted radial tire	Std.	All Engines
GR78x15 glass-bolted radial tire	N/A	MSRP
HR78x15 glass-bolted radial tire	Opt.	Opt.
HR78x15 glass-bolted radial tire	Opt.	Opt.
GR78x15 steel-bolted radial tire	Opt.	N/A
GR78x15 steel-bolted radial tire	Opt.	Opt.

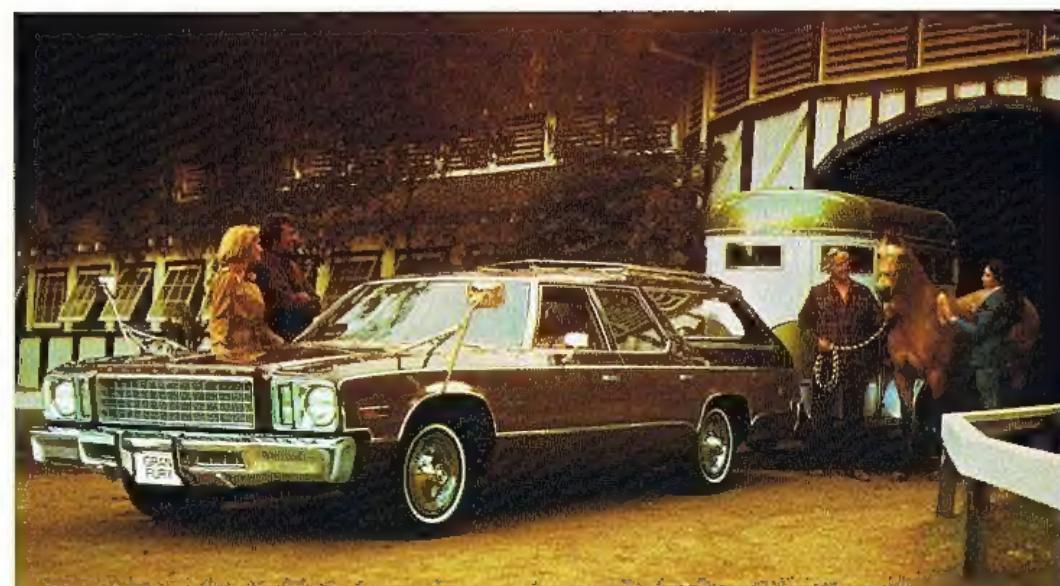
MSRP—Minimum Price Required as auto extra. N/A—Not Available. Std.—Standard. Std. Blackwall—White sidewall. Std. Steelwall—Black sidewall. Std. White sidewall—White sidewall.

Gran Fury Standard Features

Gran Fury: Fiberglass-belted radial-ply tires • Hubcaps • Outside rearview mirror, driver's side • Keyless door locking • Directional signals with lane change feature • Backup lights • Front and rear bumper guards • Bright drip rail molding • Concealed windshield wipers • Bright belt moldings • Textured cloth bench seat with vinyl accents • Center bin-type glove box with coin-holder • Nylon loop-pile carpeting • Fuel gauge • High-temperature warning light • Ammeter • Low oil pressure warning light • Panel light/dimmer and interior lights • Instrumentation with non-glare lighting • Cigarette lighter • Inside hood release • Dome light • Front door courtesy light switches • Safety door latches • Soft coat hooks • Ashtray in instrument panel • Rearcompartment sound barriers • Fresh-air heater and defroster • Upper-level ventilation • Simulated woodgrain accent on instrument panel cluster • 2-spoke steering wheel with simulated woodgrain insert • Torsion-bar front

suspension • 318 V-8 engine (N/A in California or at altitudes over 4000 ft.) • Electronic Ignition System • Power steering • Power brakes, front discs and self-adjusting rear drums • Tuned exhaust system • Front sway bar • 60-ampere alternator • 325-ampere battery • Cloth covered molded fiberglass headliner • Cleaner air system.

Gran Fury Brougham (All of the above plus these additions and substitutions): Day/night inside mirror • Center armrest bench seat in brocade-like cloth with vinyl trim • Fuel filler door applique • Glove box light • Trunk light • Simulated woodgrain inserts on instrument panel • 360 2-bbl. V-8 engine (N/A in California or at altitudes over 4000 ft.) • Stand-up hood ornament • "Brougham" nameplate on "C" pillar • Sill molding • Dual body side paint stripes, up and over on 2-Door Hardtop with optional canopy vinyl roof • Upper door frame moldings • Wheel lip moldings, front and rear • Door pull straps • Carpeted lower door panels.



Plymouth Gran Fury Sport Suburban.* All you need for reliable trailer-towing can be ordered at your Chrysler-Plymouth dealer's. See our Station Wagon and Trailer Towing catalogs for details.

*N/A in California or at altitudes over 4000 ft.

New Brilliance in 1977 Gran Fury Colors



Silver Cloud Metallic



Wedgewood Blue



Cadet Blue Metallic



Forest Green Sunfire Metallic



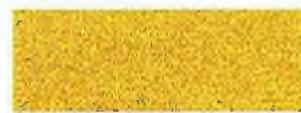
Mojave Beige



Burnished Copper Metallic



Golden Fawn



Inca Gold Metallic



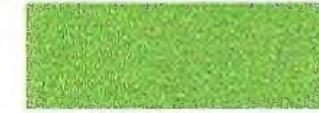
Spanish Gold Metallic



Starlight Blue Sunfire Metallic



Vintage Red Sunfire Metallic



Jade Green Metallic



Russet Sunfire Metallic



Coffee Sunfire Metallic



Moondust Metallic



Spinnaker White



Formal Black Sunfire Metallic

NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. See your Plymouth Dealer for accurate color chips.

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CHRYSLER



YOUR SIGNS FOR MOToring SATISFACTION.

Chrysler Corporation's Limited Warranty Basic Coverage

For the first 12 months or 12,000 miles of use, whichever occurs first, any part of this vehicle supplied by Chrysler, except tires, which proves defective in normal use will be repaired or replaced by the Selling Dealer using new or remanufactured parts. The owner is responsible for normal maintenance. See Selling Dealer for more details.

AUTOMOTIVE SALES DIVISION

